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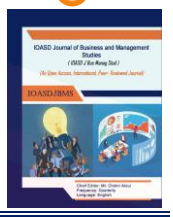

A Study on Investment Pattern and Awareness of Salaried Class Investors in Karnal district of Haryana, India

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ABSTRACT

Saving is a desire to order sure portion of profits for destiny wishes. inside the current findings it's been discovered that saving charge for household is affected not handiest with the aid of their potential to keep however additionally their willingness to keep. within the previous couple of years, it's miles obvious that centre magnificence Indians have paid attention simplest to their paintings for the complete length. however, it is tragically that most effective at the time of retirement they seek advice from buddies and household for investment for their destiny. Few years before there were handiest restricted a number of options for investments like financial institution deposits and put-up workplace schemes. simplest few percentages of rich and adventurous Indians have know-how about stock marketplace and Securities. Now, the modern-day investment fashion has a exclusive situation, various alternatives of funding and nice return for the buyers. this will bring into mild the notice of funding patterns of salaried class investors in Karnal district.

Key words: Saving, funding, profits, and recognition.

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INTRODUCTION

The word “focus” refers to a focus of the existence of a specific fact, event or factor. for this reason, recognition is a course of motion by which, one regarded’s the life of a new aspect. This system of expertise makes a person to have a concept about a component which he has no longer recognized in advance. but he won't have an intensive information of that factor. acquiring the expertise of the state-of-the-art traits in a specific field additionally amounts to recognition and for this reason awareness is a non-stop technique.

The sense of recognition of an investor in the direction of financial savings and investment is created changed and fashioned up via numerous external sources. The print and digital media which includes the dailies, weeklies, television, radio and so on., and personal touch with friends, household, funding experts and so forth, contribute loads in growing focus amongst traders. As the attention of investors is considered to be imperative while analyzing one’s savings and funding sample, a try changed into made to degree the notice degree of buyers. attention is a summary concept and consequently it cannot be measured at once in quantifiable terms. moreover, there may be no constant or readymade method to be had to degree it but the awareness can be circuitously measured.

Assessment of literature

Krishnamoorthy.C.(2008).in his take a look at has analyzed the profile and cognizance of salaried class traders and their attitude and pride towards investment. In has been concluded that everyone salaried people have been privy to bank deposits, PF schemes, insurance schemes, submit office financial savings schemes, gold and however most effective few have been conscious 0f UTI.

Nasir and Khalid (2004) assessed conduct of saving and investment in Pakistan the use of suitable econometric and statistical approach and tried to generate a version on the idea of essential theories of saving and funding. They used facts from 1971 to 2003, amassed from financial Survey of Pakistan. normal Least square technique become used as an estimation approach. The take a look at concluded that government expenditures, boom charge of Gross Home Product and Remittances increase had been undoubtedly and significantly influencing country wide financial savings.

Lewis A Sanders (2004) believes that humans, irrespective of their location, have their own bias and react in a different way whilst making an investment in monetary property.

Gavini and Athma (1999) discovered that social concerns, tax benefits, and provision for old age were the reasons noted for saving in city areas, whereas to offer for old age became the primary purpose in rural areas. a few of the put-up workplace schemes, Indira Vikas Patra (IVP), KVP and put-up office recurring Deposit Account (PORD) were the most popular, in both urban and rural areas.

Goals of the examine

a) To analyze the profile of the salaried magnificence buyers.
b) To analyze the awareness stage of salaried magnificence investors towards the character of funding held by using investors

METHOD

The have a look at is primarily based on the information accumulated from the character traders in Karnal district. handy sampling technique has been used a good way to accumulate records from one thousand respondents which were amassed for a duration of 8 months i.e from December 2022 to July 2023 via established questionnaire. For the purpose of take a look at Karnal district consists of Gharaunda, Assandh, Karnal and Taraori.

EFFECTS & DISCUSSION

Profile and recognition of salaried class buyers:

The profile of sample traders has been discussed by way of taken into consideration their personal. The terms 'consciousness' is used to describe the attention of traders about the existence of numerous avenues of saving and investments. on this examine, the level of cognizance of salaried magnificence investors is measured via the development of attention scale. furthermore, there may be no constant or ready-made method to be had to measure the notice degree. to be able to quantify the notice level, the researcher has identified 17 components as funding channels and cognizance scale has been built with the aid of awarding rankings to the 17 components. every component has been given one score with a purpose to deliver identical importance to every avenue of funding. The identified additives and ratings secured with the aid of them were provided in it is located from table-1 that 83.0 percentage pattern buyers identified the Provident fund. it's far observed by means of insurance product which became recognized to sixty-nine.2 percentage of pattern traders. 50.0 percentage & 44.1 percent of sample investors regarded about the Gold jewelry and banking deposit. so that you can realize the extraordinary ranges of focus of respondents, recognition scores had been grouped into 3 classes, namely investors with excessive, medium and low degree of recognition. For identity these levels of focus, the researcher has made use of mean and standard deviation techniques. The suggest and trendy deviation are calculated from the accrued information.

Low degree focus = 1-five.
Medium level focus = 6 – eleven.
excessive level awareness = 12-17.

In keeping with the machine devised, investors who ratings 1-5 under to low attention class. folks who belong scores among 6-11 belong to medium recognition class and ratings between 12-17 have excessive consciousness and table-2 reveals the three categories of investors with reference to awareness. it is ascertained that 81.2 percent had low degree awareness, 17. four had medium time period consciousness, and 14 percent pattern buyers had high degree consciousness.

Table-1: Awareness on nature of investment

S. No	Investment	No. of investors	%	Rank
1.	Provident fund	832	83.2	1
2.	Insurance products	692	69.2	2
3.	Gold and Jewellery	500	50.0	3
4.	Deposits in commercial Bank	441	44.1	4
5.	Postal saving	315	31.5	5
6.	Agricultural Land	279	27.9	6
7.	House property	250	25.0	7
8.	Shares, debentures and bonds	161	16.1	8
9.	Capital in own business	137	13.7	9
10.	Vehicles	96	9.6	10
11.	Urban land	79	7.9	11
12.	Mutual funds	76	7.6	12
13.	Chit funds	65	6.5	13
14.	Pension fund	63	6.3	14

S. No	Investment	No. of investors	%	Rank
15.	Plantation & Breeding	48	4.8	15
16.	NSS/NCC	37	3.7	16
17	Unit in UTI	37	3.7	17

Source: Primary Data

Table-2: Level of awareness

S. No	Level of Awareness	No. of investors	Percent
1	Low	812	81.2
2	Medium	174	17.4
3	High	14	1.4
	Total	1000	100

Source: Primary Data

Table-3: Chi-square analysis & ANOVA

Variable	Variable	Table Value	Calculate D Value	ANOVA	Results
Awareness of investments	Gender	5.991	1.665		Accepted
	Age	2.614		.086	Accepted
	Marital status	5.991	1.466		Accepted
	Place of Residence	5.991	6.296		Rejected
	Education qualification	3.338		3.795	Accepted
	No of earning member in the family	9.488	4.639		Rejected
	No of dependent	3.801		14.322	Accepted
	Monthly income	2.223		.373	Accepted
	Monthly expenses	15.507	15.626		Rejected
	Monthly investments	15.507	12.903		Accepted

Table-4: Data on Personal Factors of the Investments

Personal factors	No of Respondent	Percentage	Low	Medium	High
Gender					
Male	779	78	639	130	10
Female	221	22	173	44	4
Age					
21-30	379	38	304	68	7
31-40	321	32	261	58	2
41-50	151	15	123	26	2
51-60	149	15	124	22	3
Marital status					
Married	732	73	596	124	12
Unmarried	268	27	216	50	2
Place of Residence					
Village	303	30	232	65	6
Town	697	70	580	109	8
Education Qualification					
Higher Secondary	327	33	273	52	2
Degree	376	38	301	70	5
Post Graduates	133	13	97	31	5
Professional	107	11	91	14	2
Others	57	5	50	7	-

Personal factors	No of Respondent	Percentage	Low	Medium	High
Earning Member in the Family					
One	622	62	515	101	6
Two	243	24	190	47	6
Three & above	135	14	107	26	2
Number of dependent					
None	34	3	20	10	4
1-2	127	13	84	37	6
3-4	662	66	551	108	3
5&above	177	18	157	19	1
Monthly income					
<10,000	52	5.2	41	9	2
10000-15000	496	50	405	86	5
15000-20000	327	32	268	53	6
20000-25000	99	9.9	79	19	1
25000-30000	19	1.9	14	5	-
> 30000	7	1	5	2	-
Monthly Expenses					
Less than 5000	98	9.8	72	21	5
5000-10000	576	57	473	95	8
10000-15000	277	28	228	48	1
15000-20000	46	5	36	10	-
20000-25000	3	0.3	3	-	-
>25,000	-	-	-	-	
Monthly investment					
Less than4000	184	18	147	32	5
4000-8000	694	69.4	571	115	8
8000-12000	103	10.3	83	19	1
12000-16000	16	2.0	10	6	-
16000-20000	3	0.3	1	2	-
>20,000	-	-	-	-	-

Intercourse and recognition degree

It refers back to the biological and physiological characteristics that define women and men. This evaluation is made based totally at the gender it famous that Male investor has eighty-two.0% low degree cognizance and sixteen.7% investor has medium degree focus and 1.3% has high degree focus. lady investor has 78. three% low level consciousness and 19.9% medium stage awareness and 1.eight% has high degree recognition.

Age and cognizance degree

Age shows the period of time that one has existed. at some point of the term are their aware about their investment for his or her future benefits. table talk that from 21-30 years of sample buyers have 80.2% of low degree focus and 17.9% have medium stage consciousness and 1. eight% high degree focus. And age between 31-forty have eighty-one.3% of low degree consciousness and 18.1% have medium level and .6% high stage focus. From 41-51 years of pattern traders have eighty one five% low stage consciousness and 17.2% and 1 three% medium and high stage consciousness. pattern investors at the age of fiftyone-60 have eighty three.2% of low degree focus and 14.8% and a pair of zero% of medium and excessive degree awareness.

Marital fame & cognizance stage

Marital repute indicates whether man or woman married or single. unmarried investor can invest maximum of his earning for his destiny. however, the married investor need to spend his maximum of his earnings to the family for purchase of asset, children's education and additionally retirement gain and so on. That married investor has 81.4% low degree attention and 16. nine% investor has medium stage awareness and 1.6% has excessive stage focus. unmarried investor has 80.6% low stage attention and 18.7% medium level cognizance and .7% has high level attention.

Vicinity of residence

Saving is profits not spent or deferred consumption. Now-a-days rural people play a important function in the investment they are involved to invest in numerous funding patterns. desk talk that village investor

has seventy-six.6% low level recognition and 21.5% investor has medium degree recognition and 2. zero% has high level awareness. city investor has 83.2% low degree attention and 15.6% medium stage cognizance and 1.1% has high level attention.

Instructional qualification and cognizance stage

Qualification of investors will impact of their financial savings and investment sample. In latest trend schooling qualification in our financial system are advanced. The buyers have more understanding in the funding. traders in unique degree of attention by education qualification been labeled it exhibits that a number of the pattern investor upto +2 eighty-three.5% of pattern investor had low level 15. nine% of pattern investor had medium degree recognition and .6% had excessive consciousness degree. The sample investor of degree holders 80.1% had low stage recognition 18.6% had medium stage awareness and 1. three% had excessive degree recognition. traders of put up graduate 72.9% had low level cognizance and 23.3% had medium stage and three. Eight% had high degree cognizance. The expert buyers had eighty-five% of low stage focus and thirteen.1% had medium and 1. nine% had excessive level awareness. some of the sample traders of other qualification had 87.7% of low degree awareness and 12.3% had medium level attention

Number of income and stage of awareness

Today everybody is a part of a operating family. There's no single version; it's not the vintage stereotype of the male breadwinner with the spouse at domestic taking care of the circle of relatives and community desires. One number of earning member in family has 82.8% low level cognizance and sixteen.2% investor has medium level focus and 1.0% has high stage cognizance. two range of incomes contributors in own family has seventy-eight.2% low stage recognition and 19. three% medium level awareness and a couple of. Five% has high degree cognizance. Three & above quantity of incomes members in circle of relatives has seventy nine.3% low degree awareness and 19. three% has medium degree focus and 1. five% has high stage recognition.

No. of dependents and cognizance stage

Person who depends, one who's sustained by way of some other, or who is predicated on some other for assist of style in particular economic help? So no of dependents of investor are considered as a critical variable to find out its association with the extent of focus of traders and relevant information indicates that pattern investor of who have no structured fifty-eight. Eight% had low stage 29.4% of sample investor had medium degree consciousness and eleven. Eight% of sample buyers had high level recognition. The pattern investor of one-2 dependents sixty-six.1% had low degree focus 29.1% had medium stage cognizance and four.7% had excessive level cognizance. traders of 3-4 dependents 83.2% had low stage recognition and sixteen.32% had medium level and. five% had high degree consciousness. The sample buyers who had more than five dependents have 88.7% of low degree consciousness and 10.7% had medium and .6% had excessive level consciousness.

Monthly profits and stage of focus

Profits is the intake and financial savings opportunity won by means of an entity within a specific time body, that's typically expressed in economic phrases. but, for households and individuals, "income is the sum of all of the wages, salaries, profits, interests' payments, rents and different kinds of profits acquired. table it's miles ascertained that the various pattern investor of who earn month-to-month income much less than Rs. 10,000 seventy-eight. Eight% had low level 17. three% of pattern investor had medium degree awareness and three.8% of pattern traders had high stage cognizance. The sample buyers who earn Rs 10,000-15,000 eighty-one.7% had low stage cognizance 17.3% had medium degree cognizance and 1.0% had high stage attention. pattern investor who earn Rs. 15,000-20,000 82.0% had low level attention and 16.2% had medium stage attention and 1.8p. chad low degree recognition. The pattern traders who earn Rs 20,000- 25,000 seventy nine. Eight% of low degree cognizance and 19.2% had medium and 1. zero% had high degree attention and the pattern investor who earn month-to-month profits of Rs 25,000- 30,000 73.7% of low degree focus and 26. three% of medium stage focus. The pattern investor who earn more than 30,000 seventy one.4% of low stage cognizance and 28.6% of medium degree recognition

Monthly charges and level of recognition

A portion of general support; the price of accommodations plus food fed on within the domestic, utilities paid, and upkeep made. the overall is split equally amongst all family participants. every member's proportion of family fees is a part of his or her general support. sample buyer's month-to-month family prices less than Rs.5000 73. five% had low degree 21.4% of pattern investor had medium degree consciousness and five.1% of sample traders had excessive degree awareness. The pattern buyers who month-to-month household charges Rs 5000-10,000 eighty-two.1% had low stage focus 16. five% had medium degree awareness and 1.4% had excessive level recognition. pattern investors month-to-month household prices Rs. 10,000-15,000 eighty-two. Three% had low degree focus and 17.3% had medium stage awareness and four p. chad low level awareness. The sample investors who earn Rs 15,000- 20,000 seventy-eight. Three% of low degree cognizance and 21.7% had medium stage cognizance .The pattern investor who month-to-month household expenses of Rs 20,000- 25,000 100% of low degree attention.

Month-to-Month funding and stage of cognizance

Investment plan that requires an investor to deposit a particular sum of money on a month-to-month basis to be invested. it's far ascertained from the table that

most of the sample buyer's month-to-month funding less than Rs.4000 seventy-nine.9% had low degree 17.4% of sample investor had medium degree focus and a couple of.7% of pattern traders had high level cognizance. The sample investors who monthly investment Rs 4000-8,000,000 82. three% had low level consciousness 16.6% had medium level recognition and 1.2% had high level recognition. sample traders monthly funding Rs 8,000-12,000 80.6% had low stage focus and 18.4% had medium level attention and 1. Zero percent had low stage attention. The pattern buyers month-to-month investment Rs 12,000- 16,000 62.5% of low stage awareness and 37.five% had medium stage awareness .The sample investor who monthly funding of Rs sixteen,000- 20,000 had 33.three% of low stage cognizance and 66.7% had medium stage cognizance.

CONCLUSION

The research particularly applicable for the salaried and enterprise humans the inner of how and investment pattern get have an effect on by way of the Socio-economic variables facilitates the targeted respondents to make out the funding sample. This study accordingly actually improves the funding sample and their preference to satisfy in their destiny funding. similar research with numerous samples will assist in knowledge the investment cognizance of the targeted respondents in a higher degree. the primary purpose has been discovered to be the lack of expertise of investors approximately the concept and operating of the funding sample. furthermore, as some distance because the Socio-financial variables are concerned, age, gender, income, education and career were located influencing the mindset of investors in the direction of funding great.

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